

# Assessment

**1a.** Please provide up to three goal statements drawn from the overall purpose of the project. Primary project goal statements should be broad in scope.

**TIP:** Goal statements must have outcomes that can be measured in some way. Abstract goals are difficult to both enact and assess.

**Like this:** To create a exhibition on the automobile industry examining the contributions of blue collar workers.

**1a)** Describe the primary project goals. *(Please limit to three.)*

**1b.** For each goal statement, provide a one-line description of how attainment of the goal should be measured. The outside evaluator will use this criteria in providing feedback to the project administrator. The evaluator may also provide feedback on the appropriateness of the measurement criteria. Your pre-determined criteria are the blueprint for feedback.

**Like this:** A number of complex ideas, such as worker roles under unionism , will be explored in post-exhibition discussion. Discussions will be facilitated, observed and recorded.

**1b)** Explain the criteria you will use to determine how successful your project has been.

# Assessment

## **2a)** Describe how project activities will be implemented.

**2a.** Please use up to three statements to address the main activities of the project.

**Like this:** Following tours, facilitators will develop formats and conduct discussions integrating important issues.

## **2b)** Explain how you will determine how effective the implementation strategies have been.

**2b.** For each implementation statement, please provide a one-line description about how you will determine whether the activity was effectively implemented.

**TIP:** If you have trouble describing how you will know, the project activities may need further refinement.

**Like this:** Previously identified important issues, which are referenced in discussion, will be kept track of by facilitators on a specially-designed form.

# Economic Assessment

**In support of Governor Jennifer M. Granholm's plan to grow Michigan's economy**, the Michigan Council for Arts and Cultural Affairs has begun a process of modifying its grant programs to foster greater cultural economic development through increased **job creation, cultural tourism, capital investment and revenue generation and leveraging**. As an initial step, the Council is gathering measurable baseline information, from all fiscal year 2007 applicants and grant recipients, from which the economic "return on investment" in arts and cultural grants may be accurately assessed. A formal annual report of our findings, combined with other data, will be issued. It is the Council's expectation this information will assist those making the case for the importance of continued investment in the arts and culture of our great state. Please carefully review and complete this form, providing accurate and realistic responses, to the very best of your ability. Please attach additional sheets as necessary.

**3a)** Please select the economic outcomes that you feel your project addresses.

- ☐ Job Creation    ☐ Cultural Tourism    ☐ Capital Investment    ☐ Revenue Generation/Leveraging  
☐ Other \_\_\_\_\_

**3b)** Key Predictors of Economic Outcomes

1: What is the amount of your projected FY 2007 payroll, with fringe benefits? \_\_\_\_\_

2: What is the total amount of this grant request going toward that payroll, include fringe benefits? \_\_\_\_\_

3: What is your organization's total number of employees for FY 2007? \_\_\_\_\_

Year round: Full-time? \_\_\_\_\_ Part-time? \_\_\_\_\_ Volunteers? \_\_\_\_\_

Seasonal: Full-time? \_\_\_\_\_ Part-time? \_\_\_\_\_ Volunteers? \_\_\_\_\_

4: Estimate the number of new hires you will create for the entire organization. \_\_\_\_\_

a) How many of these will be generated specifically for this project? \_\_\_\_\_

b) How many full-time? \_\_\_\_\_ c) How many part-time? \_\_\_\_\_

5: Will your organization lose, and not replace, current employees? ☐ yes ☐ no  
If yes, how many? \_\_\_\_\_

6: How many tourist visits your organization annually? \_\_\_\_\_ For this project? \_\_\_\_\_  
(A tourist is defined as someone who drives 50 or more miles, one way, to reach your activity)

7: Does your organization track tourist's overnight stays associated with your activities? ☐ yes ☐ no  
If yes, how many overnight tourists are you predicting for FY 2007? \_\_\_\_\_

8: Is your organization planning to make any capital investments in FY 2007? ☐ yes ☐ no  
If yes, what is the projected investment? \_\_\_\_\_

9: Please list the other groups or organizations that your organization has collaborative agreements with, such as advertising, tours/visits, ticket discounts, parking, hotel/motel/B&B packages, restaurants etc.

**Organization**

**Type of Collaboration**

_____	_____
_____	_____
_____	_____

**3c)** Please attach a description (no more than one page) of how your project will address the outcomes you selected in 3a).

# Assessment

## 4a) List your target audience(s) and how you plan to serve them.

**4a.** Identify your target audience(s) in a single statement, then say how you plan to serve them. The target audience(s) may consist of members of a particular demographic group (e.g., children or seniors), residents of a particular region, et cetera.

**TIP:** Your target audience(s) should be implicit in your primary project goals. Outcome statements about service to the target audience(s) are likely to be components of project activities.

**Like this:** Non-traditional, first-time attending adults connected with the auto industry.

## 4b) Explain how you will determine the success of the project in serving the target audience(s).

**4b.** Describe how it should be determined that the project was successful in serving the target audience(s).

**TIP:** It's not that everyone, as in the example above, is not welcome. They are simply not a "target" audience for this project. (The assessor may also provide feedback about the perceived appropriateness of the target audience(s) for this project.)

**Like this:** Adults will be queried about previous attendance patterns at the time of ticket pickup, and first-time attending adults will be issued color-coded tickets. They will be counted.

# Assessment

**5a.** Please provide up to three statements about how your proposal and subsequent implementation will be planned collaboratively with your audience.

**TIP:** It may be that you meet with audience members to find ways to increase access, understand programming needs, etc., before you write your proposal, or that you intend to meet with them before putting final schedules together. You may give them membership on a selection committee, et cetera.

**Like this:** Representation from our three major audience segments — special needs, pre-schoolers and senior adults — will be chosen to sit as members on our exhibition advisory committee.

**5a)** Describe how you will coordinate collaboration between your organization and participating artists, educators, and members of the community served.

**5b.** For each statement in **5a**, describe both how you will decide whether the collaboration has been successful and how the assessor will get the information. The assessor will provide feedback based upon data you provide.

**TIP:** These things need to be observable and verifiable.

**Like this:** Advisory committee members will be available to the project assessor to talk about the process. Also, a brief feedback form will be obtained from them at the end of each meeting.

**5b)** Explain how you will determine whether collaborative planning was appropriate and successful.

# Assessment

## 6a) Describe the goals to ensure quality for this project.

**6a.** Quality may be the most difficult question, especially when it comes to being able to measure the outcome. Still, it is important that we not ignore how good something is; it is not enough to “just do” things.

**TIP:** Remember that quality is situation-specific. An exhibition by a local historical society should not be expected to be of major museum quality. However, there should be, at the same time, a sense that the potential of the organization has been fully tapped.

**Like this:** The complexity of the interpretive plan for this project will stretch the skills of both the designer and the fabricator. Audience’s understanding of the exhibitions complex themes will be considered.

## 6b) Explain how you will determine how well the quality goals for this project have been met.

**6b. Like this:** Feedback from post-tour discussions, public reviews, expert testimony, rating cards, and material from other appropriate sources will be combined to create a “quality picture” of the event.